

ORDER



KLAS

Orders
Order / Rev: 37688
Alt Order #: 08888419
Product Desc: Issue
Estimate: 2206
Flight Dates: 10/24/12 - 10/29/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Senate Majority PAC
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	3	\$7,000.00	\$5,950.00
10/29/12	10/29/12	3	\$8,150.00	\$6,927.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	3	\$7,000.00	\$5,950.00	0.00
November 2012	3	\$8,150.00	\$6,927.50	0.00
Totals	6	\$15,150.00	\$12,877.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$15,150.00
Market	100%	\$50,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$12,625.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$2,525.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/24/12	10/29/12	CBS This Morning 7-9a	CM	7-9a M-WTF--	:30	1	\$3,150.00	LV1	0.00	NM	1	\$3,150.00
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	M-WTF--		1			\$3,150.00		0.00			
E 2	8	10/24/12	10/29/12		CM	9-10a M-WTF--	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00

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 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Live w/Kelly Live w/Kelly LIVE! WITH KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/24/12 10/30/12 M-WTF-- 1 \$2,000.00 0.00														
E 3	8	10/24/12	10/29/12	8 News Now Noon M-F CM		12-1230p M-WTF--	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
8 News Now Noon M-F 8 NEWS NOW AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/24/12 10/30/12 M-WTF-- 1 \$2,000.00 0.00														
E 4	8	10/24/12	10/29/12	Ellen CM		3-4p M-WTF--	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
Ellen ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/24/12 10/30/12 M-WTF-- 1 \$2,500.00 0.00														
E 5	8	10/24/12	10/29/12	8 News Now 4p M-F CM		4-5p M-WTF--	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/24/12 10/30/12 M-WTF-- 1 \$2,500.00 0.00														
E 6	8	10/24/12	10/29/12	8 News Now 5-630p M-F CM		5-630p M-WTF--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
8 News Now 5-630p M-F 8 NEWS NOW ROTATION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/24/12 10/30/12 M-WTF-- 1 \$3,000.00 0.00														
												Totals	6	\$15,150.00